



## The Language of Glamour: English as a Symbol of Modernity in Pakistani Ads

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### ABSTRACT

This research examines the way English language indicates modernity and development in Pakistani advertising. English functions as a linguistic indicator of sophistication, international belonging and social status in a multilingual culture where Urdu and regional languages continue to predominate in daily communication. Applying Kress and van Leeuwen's (2001) Multimodal Discourse Analysis (MDA), the study investigates the way text, color, typography and images work together to construct modern identities in commercial discourse. Sixteen commercials from print, television and internet media are purposefully chosen and eight of these are thoroughly examined. The results show that English operates as a semiotic resource expressing aspirations for modern living, technological advancement and global connectivity in addition to serving as a communication medium. English is used in advertisements to denote progress, professionalism and a forward looking identity reflecting its continuing association with modernity in Pakistan.



## Introduction

Language serves as a social emblem, an identity marker and a conduit for cultural meaning in addition to being a means of communication. Few languages have as much worldwide symbolic power as English in the modern world. English which was once the language of colonization has become a universal symbol of modernity, progress and globalization. It controls media, science, technology, education and foreign business.

Advertisements not merely publicize goods, but also build and broadcast traditions relating to magnetism, modernization and ambition. As a result it effects patrons and reflecting community norms through vocabulary and pictures. The prevalence of English in ads indicates its function as a semiotic marker of contemporary identity in Pakistan where Urdu and regional languages predominate in everyday communication. English Language offers aspiration and knowledge, indicating advancement, education and worldwide.

He uncovers the historical and sociolinguistics review of English in Pakistan from the transformation of instrument of colonial control to a modernity marker of class, power and education. He interprets that evolution of English directed by government policies, institutional setups and elite academies. He points out that English carries out role of both advancement and social stratification. Urdu language is used for only nationalism and ethnic identity. He exhibits that English is not just a tool of communication but it is a representation of social hierarchies, identity crisis and academic inequality (Rahman, 2016).

Sociolinguistics Environment marked by postcolonial complexity and multilingualism in Pakistan. While English is an official language and a tool for modernization, education and power. Urdu is the national language and a symbol of cultural unity. In this light, advertising emerges as a crucial location to observe English's symbolic potency. English slogans, taglines and brand names are commonly used in advertisements for mobile networks, fashion labels, banks and technological companies to convey modernity and advancement.

He examines that how English integrates across different channels with regional languages in advertising. This reveals that hybridization elevate charm and grabs the attention of audience as providing practical, aesthetic and conceptual function that reflect community standards and buyers preferences. This ultimately showing the way advertisers adeptly form insight and participation through language (Bhatia, 1987).

English's link with modernity in Pakistan is not coincidental rather it is the result of complex historical and social processes. During colonial authority English language made the official language of governance and education but it was just used by the wealthy people. The status of English language boosted rather than declined after independence. English became a sign of worldwide opportunity rather than colonial power. This change made English a language of aspiration rather than a colonial relic. This change is readily apparent in advertising. English conjures up notions of sophisticated, inventive and international lifestyles. It conveys the idea that the product and consequently the customer belongs to the contemporary world. Additionally, the use of English conveys legitimacy and excellence especially in fields like banking, technology and fashion.

At the same time, code-mixing between Urdu and English is frequently used in Pakistani advertising combining local and global meanings. Pakistan's developing sense of modernity is reflected in this hybrid linguistic practice which is a compromise between regional values and international tendencies rather than a radical break from tradition.

Although the amount of study on English in South Asian advertising is increasing most of it has been on either cultural interpretations (such as Western influence) or linguistic forms (such as the prevalence of code-mixing). Few studies have looked at the multimodal ways that English interacts with design features to construct modernity. This difference is significant in Pakistan as modernity is a visual and cultural thought rather than a language build. The core purpose of this research is to illustrate that how English used as an indicative image of modernity in Pakistani ads. The objectives to uncover the ideas of modernity, advancement, global belonging and sophistication

with the use of English language, typography and imagery. The study will use MDA to show how modernity is practiced linguistically and visually rather than just described.

This research is important due to several reasons. It makes academic contribution to the increasing fields of multimodal and discourse analysis in Pakistani setting by usage of visual linguistic method. It pours light on use of English to create cultural values and executes class obstacles in Sociolinguistics.

In actual, it provides information on the social implications embedded in language use to legislators, media professionals, and marketers. Understanding how English represents modernity can help promote more inclusive communication strategies that blend local uniqueness with global appeal. The study's theoretical introduction to modernity and its linguistic manifestations will be followed by a review of relevant literature on English in Pakistani advertising. The methodology section will explain how Multimodal Discourse Analysis will be used to analyze sixteen carefully selected advertisements from print, television, and online media.

This study applies Multimodal Discourse Analysis to analyze the way modernity is stated in language and pictures. In the end interpreting the function of English in creating the public image of advancement in twenty first century Pakistan and its interaction with modernity.

### **Research Objectives**

1. To discover the ways in which English is used to express modernity by means of multiple digital platforms.
2. To delve into the employment of English language integrates with graphic and symbolism such as shade, text style, design and images to share concepts of elegance, improvement and universal appeal.
3. To identify how readers comprehend English in ads and how it strengthens thoughts of superiority, modernity and aspiration enclosed in Pakistani lifestyle.
4. To identify how English donates for the depiction of modernity in various advertising industries from the perspective of Kress and van Leeuwen's Multimodal Discourse Analysis (MDA).

### **Research Questions**

1. How English embodies modernity in Pakistani print, television and digital advertisements?
2. How do elements like font, color, layout and photography cooperate with English to convey sophistication, progress and belongingness?
3. How do Pakistani consumers' perceptions of English in commercials shape their ideas about modernity, aspiration and social status?
4. How can Kress and van Leeuwen's Multimodal Discourse Analysis (MDA) framework reveal the multimodal construction of modernity in Pakistan?

### **Literature Review**

Language and modernity has become a central theme of attention in discourse studies and sociolinguistics. One of the most effective forms of communication in contemporary society advertising not only advertises products and services but also shapes social identities and cultural meanings. The English language has obtained a metaphorical value in multilingual postcolonial environments like Pakistan that goes exceeding well its communication role; it now stands for

modernity, sophistication and a belongingness. Advertising is an environment for noticing that the way English longings for a contemporary and global identity since it is a place of language innovation and visual persuasion (Bilal et al., 2021). This previous research features the use of English in Pakistani advertising implies sophistication, progress and global belonging by integrating regional and international research on English, modernity and advertising.

The conceptual framework for making sense of the ideological influence of English in postcolonial cultures thesis of linguistic imperialism. He argues that legacy systems are preserved by the global dominance of English where the colonizer's language still denotes advancement and authority (Phillipson, 1992). Similarly, the concept of linguistic capital views language as a type of symbolic power that provides access to social prestige. In Pakistan these theoretical stances align English which was historically enforced by colonial control has become a symbol of modernity and elitism. Because of these associations advertisers use English strategically to portray brands as cutting edge, trustworthy and international (Bourdieu, 1991).

He argues that commercials promote ways of being rather than just goods (Myers, 1994). As the most globally interconnected language English represents modernity through its connections to globalization, technology and Western advancement (Piller, 2001). The link of English and modernism in Pakistani advertising has evolved dramatically during the last two decades. Early critical discourse research linked globalization and new capitalist markets to an increase in language hybridization in media communication across South Asia while focused empirical work on Pakistan gained traction around 2010 (Fairclough, 2003).

The idea that discourse functions as a tool of power validating some social identities while marginalizing others. English thus turns becomes a semiotic tool of social difference in Pakistani advertising a means of identifying members of the imagined society of the contemporary urban elite (Fairclough, 2013).

They look into the glocalization of English language in linguistic context of Pakistan. They also concentrate on the association of Urdu with indigenous languages throughout digital media, shared spaces and marketing. Their research highlights the interaction of language are shaped by pair of globalized and regional elements. The study clarifies the function of English in crafting traditional, societal and principled habits inside Pakistani community (Manan et al., 2017).

They investigate the connection between Urdu and English in Pakistani Newspapers. They examine that how use of English in Urdu newspapers construct identity and globalization. These types of language mixing shows language and society trends. They assert the use of language variation trends in advertising construct linguistic esteem and national identity (Akhtar et al., 2019). This explores the blending of English language in Pakistani TV commercials highlight the social, cultural transmission and perspective formation (Bhatti et al., 2020).

They examine that employment of English language in branding advertisements acts as a marker of success. This use of English highlights the social identity, prestige and economic advancement. Thus, implementation of English language in advertising promotes expertise, confidence and opportunity (Khan & Haidar, 2024). They analyse the function of English in Pakistani advertising demonstrating the method to express reputation and modernity. Simultaneously influencing customer views and brand image by both verbal and pictorial methods that depict worldwide connectivity and community traditions (Bibi et al., 2024).

This express the influence of American English on Pakistani English in newspaper editorials from Pakistan, Britain and USA. This shift in press, worldwide connectivity and education reflects individuality and societal changes in Pakistani (Rauf et al., 2025). They determine the use of

language shifting between English and Urdu in Pakistani ads uncovering its function in elevating goods magnetism resonating identity construction (Munir & Anwar, 2025). He investigates the viewer confidence by the perception of modernity and advancement. This reflecting customer mindset and strengthening product reputation amidst linguistic and social norms (Tabassum, 2024).

Kress and van Leeuwen's (2001) Multimodal Discourse Analysis (MDA) offers a framework for investigating the way of visual and verbal elements construct ideologies of modernity. Their model identifies three metafunctions representational, interactive and compositional which together reveal how viewers are positioned within a network of meanings. English behaves as an emblem of artistic expression of international development. (Jewitt & Kress, 2010).

Taken together these works show a clear historical trajectory. English has progressed from a rare lexical insertion to a pervasive, strategic style of meaning-making across Pakistan's advertising platforms. It is currently used not just as a language of communication but also as a semiotic symbol of status, modernity and global cultural alignment influencing how brands and consumers perceive identity in modern Pakistan.

While earlier research has proven that English in Pakistani advertising represents modernity most have looked at language use and visual design separately without considering how these modes interact to create meaning. This study adds to prior research by using Kress and van Leeuwen's Multimodal Discourse Analysis to demonstrate how English font, layout, color and images work together to create the visual story of modernity in contemporary commercials.

Another gap is in audience reception not many research examine how customers from various socioeconomic levels perceive English usage and whether they still see it as elitist or as a sign of modernity. In order to fill in these gaps future studies should investigate English as a semiotic marker of contemporary identity in Pakistan using multimodal and critical methodologies. The verbal and visual production, negotiation and consumption of modernity in a postcolonial society that balances tradition and globalization will be better understood thanks to such effort.

## **Research Methodology**

This study will use a qualitative research methodology to investigate how English serves as a modernity marker in Pakistani advertising inspired by Kress and van Leeuwen's (2001) Multimodal Discourse Analysis (MDA). There will be picked sixteen commercials from print, media and digital platforms. The investigation will concentrate on vocabulary comprising English taglines, diction in addition to layout particularly text style and pictures of every broadcast. The study will highlight the interaction of these varieties in crafting worldwide recognition, elegance and modernity.

## **Analysis and Discussion**

This part of explores the exchange of graphical, oral and artistic aspects in Pakistani advertisements that engages English language to impart modernity and advancement by applying Kress and van Leeuwen's concepts of Multimodal Discourse Analysis (MDA). Thus English language acting as socially esteemed resource that figure out enthusiastic individualities and cultural integrity. Here is the analysis of Pakistani advertisements that employ English language as a symbol of modernity and development.



**Figure 01**

**Figure 02**

**Zong 4G "LET'S GET DIGITAL"**

The advertisement of Zong 4G "LET'S GET DIGITAL" exhibits the way of English language is applied to share an understanding of innovation in marketing inside Pakistan. Employing Kress and Van Leeuwen's Multimodal Discourse Analysis, the promo describes the latest and revolutionary style of existence. The portrait of a famous person with the mobile phone fuzzy "DIGITAL" competently signifies our transformation to a computerized age. The celebrity's confident characterization promptly fascinates listeners and urges those to imagine their job in this futuristic, mechanically sophisticated community.

The remarkable English slogan and dynamic color selection focus the key role of English language in expressing ideas of advancement, universal knowledge and prospective promotion. It marks a regional viewers to use English indicates the part of computer age relates humans with a global citizenship. English language is not only works as a initiative but it also depicts today's life, automated progress and the changing essence of Pakistan.

**Jazz Super 4G "Dunya ko bataa do"**

This promos represents the application of English language to display the recent fashions in Pakistani advertisement industry. Multimodal Discourse Analysis features the velocity, interface and online development in the commercial using the eminent English trademark "Jazz" and the "Super 4G" identifier elevated with a red spherical diagrammatic which infers online cue flipped. The Urdu phrase "Dunya ko bataa do" portrays heritage insight but its little extent denotes English language transfers the fundamental statement. The radiant color distinctions, stunning lettering and recent pictorial mode engage tourists in a dynamic, confident and worldwide networked virtual society. The movement occupies English language not just for contact but it also use for the depiction of growth, involvement and modern life with globalized electronic tradition in Pakistan.



**Figure 03**

**Figure 04**

**Pepsi #WhyNotMeriJaan**

This Pepsi ad displays the employment of English language to show a contemporary portrait in Pakistan's commercials. The ad illustrates the teenage girls delighting in a chilled urbanized environment showing a fearless and confident youngsters lifestyle by means of Kress and van

Leeuwen's Multimodal Discourse Analysis. The code-mixed tagline #WhyNotMeriJaan visually emphasizes the English term "Why Not" which expresses bravery, self-expression and openness to new experiences while the Urdu text retains cultural link.

The hashtag format places the message within digital and social media culture promoting English as the language of modern communication. The use of English branding and bright youthful hues helps to identify English with confidence, trendiness and global identity. Thus the campaign employs English not only for communication but also as a representation of a modern, socially active and globally connected Pakistani young identity.

### **7Up "Mana Lo Food Ka Love"**

The 7Up "Mana Lo Food Ka Love" campaign exemplifies how English is employed to convey modernity in Pakistani advertising. Using Kress and van Leeuwen's Multimodal Discourse Analysis the advertising displays happy young people eating in a relaxing social atmosphere exemplifying a confident and expressive urban lifestyle. The phrase "Mana Lo Food Ka Love" features the English lexicon "Love" echoing transparency and a trendy heartfelt utterance bound to universal adults' tradition.

However Urdu expressions support intense sentimental associations and ethnic relevance. The colorful tints and main position related to 7Up vessel craft a fresh and lively aura. This strategy functions English language for saying as well as serving as the sign of modernity, advancement and shared conviction. This depicting that a current Pakistani uniqueness appears from a mashup of indigenous beliefs and international spoken impacts.



**Figure 05**

### **Bank Alfalah "The Way Forward"**

The tagline of the Bank Alfalah advertisement "The Way Forward" deliberately uses language and understated elegance to create modernism. The advertising which uses Kress and van Leeuwen's multimodal framework has a modern corporate look with a stylized red geometric logo and a fully English-language brand name and slogan. The slogan itself represents advancement, creativity and a forward thinking economic identity whereas this design conveys stability, professionalism and institutional authority. The only use of English in bank is important due to its postures English as the key of language development and high status professionals matching it with worldwide economic systems, modern corporate culture and upward socio-economic desire.

The void of Urdu language hints the notion of competence in English is crucial for agreement in these days of industry setting. The direct sketch and neat typeface boost modern business efficacy and rationale, pointing a switch distant from conventional conversation ways. The marketing portrays that speech dialect supplies being optical and principled emblem of modernity in Pakistan's firm setting inclusive English language rising as way of transmission and a representation of growth, financial engagement and snobbery.



**Figure 06**

### **UBL "Where You Come First"**

This UBL advertisement slogan expresses the utilization of English language acting as a token of urbanity and modernity in the conversation of Pakistani finance. By applying the model of Kress and van Leeuwen's MDA, the promo of bank delivers an evident note via skilled simple style pivoted on a thoughtful blue setting, arousing assurance, comprehensive monetary integrity and firmness. The UBL symbol and phrase are fully in English language focusing on the pronoun "you" to feature the observer's value to the agency during displaying widespread guidelines of users' assistance and competence.

The spotless text design, symmetrical setup and sorted physical style build an elegant and impactful commercial appearance. Notably the complete lack of Urdu is a purposeful semiotic choice that connects involvement in the formal technologically advanced financial industry to English linguistic capital. Thus the commercial employs English not only for factual purposes but also as a symbolic resource that represents modernity, upward mobility and worldwide corporate belonging for both the bank and its customers.



**Figure 07**

**Figure 08**

### **Safeguard "Hifazat Ka All-Rounder"**

The Safeguard advertisement with the phrase "Hifazat Ka All-Rounder" demonstrates how English is used as a crucial indicator of modernity and scientific authority in Pakistani family oriented advertising. According to Kress and van Leeuwen's Multimodal Discourse Analysis, the image of a happy middle class family positioned under a protective shield conveys the representational meaning of care, hygiene and responsible parenting. The code-mixed motto keeps cultural familiarity but the English term "All-Rounder" and the scientific claim "REMOVES 99.9% GERMS" are visually highlighted in strong typography connecting English to knowledge, medical dependability and worldwide cleanliness standards.

The white and blue shade patterns, the core site of the item and the safeguard logo all express a feeling of hygiene, reliance and medically proven security. In this ad campaign, English language operates as a vital gadget in favor of influencing a modern, worldwide attentive loved ones personality although Urdu language offers sensitive tie to the native traditional setting. The family's immediate view strengthens commitment via encouraging watchers to relate accompanied by the modern fitness directed loved ones individuality.

### **Sunsilk "No Tootna, Only Barhna"**

This Sunsilk ad showcasing the phrase "No Tootna, Only Barhna" features the application of English language in Pakistani beauty branding as an indicator of modernization including an influential portrait of a positive female who enhances the motifs of liberation and self-compassion. Meanwhile its English label and strengthening shampoo marker express international elegance norms that entirely connected through the historically vibrant Urdu expression.

The celebrity's positive look and gentle smile grant spectators to unite current femininity with desire. As the creation of stylish factors and pigment strategy publicize Pakistani progress and innovation with multinational elegance principles endorsed by Urdu's ethnical awareness and English's advanced interpretive code.

## **Conclusion and Recommendation**

This examination signals the representation of modernity by using English language in Pakistani advertisements more than it merely help to interaction. Through Multimodal Discourse Analysis, It is known as obvious that English symbolizes improvement, confidence, expertise and global impact although Urdu retains traditional and emotional value. English visibility by means of font, pattern and item spot underlines its function acting as development and ambition. Advertisements systematically utilize English language to coordinate users with a latest worldwide identity mirroring more expansive communal perspectives of English playing the role of beneficial vocal advantage. Thus, the use of English in Pakistani advertising contributes to a cultural narrative in which modernity is imagined and transmitted in English.

Forthcoming study regarding of English language used as a indicator of modernity in commercials must employ on a subtle way to evaluate the way in which online portals such as blogger and online communities are forming buyer personas whilst keeping in mind numerous insights amongst separate viewers portions to appraise its consequences in favor of desire, omission and verbal structures. Modernism is accomplished and conveyed distinctively in village and suburban sectors measured to urban units emphasizing the necessitate for multimodal tactics to enhanced the comprehending of the way English language merges with shade, graphic and icons to figure regional symbolism. Whereas upcoming inquiry required to analytically estimate the results of English ruled promotion on internationalization, ethnicity and status shift in Pakistan.

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